

Destination Newport Committee  
April 21, 2016  
2:00 P.M.  
Newport, Oregon

### CALL TO ORDER

The April 21, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:00 P.M. In attendance were John Clark, Lance Beck, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant; Jamie Rand, News-Times, Catherine Rickbone, OCCA, Mark McConnel, and Leigh Deinert, OutFront Media

### INTRODUCTIONS

We went around the table and everyone introduced themselves.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the March 17, 2016, meeting;
- B. Review of Accounts for March 2016;

MOTION was made by Clark, seconded by Rabourn, to approve the consent calendar, as amended. The motion carried unanimously in a voice vote.

### OTHER

Catherine RickBone and Mark McConnell from OCCA presented a summer brochure ad proposal for the PAC to the Committee.

Mark McConnell requested to have a small number of the Mombetsu Sister City delegation attend the next DNC meeting on May 19. He asked that the Committee present information on the committee and how the committee has successfully marketed the City of Newport as a destination.

Leigh Deinert presented to the committee the OutFront proposal for the Olympic Trails in 2016. The committee also discussed possible billboards that could be used to advertise information regarding the closure of Highway 20.

The committee reviewed the Corvallis Knights 2016 proposal.

The committee reviewed the Journey Magazine and AAA Magazine proposal. Committee decided to table this until July

The committee reviewed the Eugene Emeralds Baseball proposal for 2016. The committee would like more information; therefore, this item was tabled until the May meeting.

## DISCUSSION AND ACTION

MOTION was made by L Beck, seconded by Clark, to approve of the Corvallis Knights All-Star Packet for \$2,850 with \$952 being paid out of 2015-16 Fiscal Year and the remainder being paid out of 2016-17 Fiscal Year of \$1,898. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Rabourn, to approve a full page advertisement on the back cover in the OCCA Summer in the PAC brochure for \$1299. The motion carried unanimously in a voice vote.

The committee discussed the Highway 20 closures for this summer and possible approaches to mitigating the negative impact on business in the city through advertisement.

The committee is also requesting \$5,000 out of the current fiscal year to spend on social media advertising to assist with mitigation on the Highway 20 closures starting in June.

MOTION was made by Rabourn, seconded by Clark, to approve a poster campaign in Corvallis with OutFront Media with \$4,550 being paid out of the current fiscal year. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Rabourn, to approve a billboard on highway 34 with OutFront production with \$1,500 in production and \$1,300 being paid out of this fiscal year and the remainder being paid out of 2016-17 FY. The motion carried unanimously in a voice vote.

MOTION was made by L. Beck, seconded by Rabourn, to approve billboard in Albany for a total of \$4,200 including production with \$1,300 for production and \$750 being paid out of this fiscal year and the remainder paid out of the 2016-17 FY. The motion carried unanimously in a voice vote.

Next meeting will be May 19, 2016.

## ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:55 P.M.